



THE CITY OF SAN DIEGO

Planning Department

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City Council to Consider Adopting 20-Year Growth Strategy

Public hearing is the next step in a public involvement effort that began in 1999

SAN DIEGO – September 23 marks the culmination of a public outreach program to engage citizens in a dialogue about the future. On that day the San Diego City Council will hold a public hearing to consider adopting the proposed Strategic Framework Element and City of Villages strategy. The hearing will take place in the Balboa Park Club Ballroom, beginning at 5 p.m.

The process began more than three years ago when City officials asked communities: What is the best way to address issues and enhance quality of life for San Diegans as our city grows? That question set the stage for a collaborative effort including residents, large and small agencies, organizations, businesses, developers, unions, the arts community, environmental groups, the financial community and more. These community “stakeholders” have participated in over 200 public meetings and workshops. Partnerships with key agencies such as the County, the Metropolitan Transit Development Board (MTDB) and SANDAG have helped ensure a broad perspective.

The Strategic Framework Element is more than a proposed amendment to the City’s 1979 General Plan. It contains a comprehensive strategy developed by citizens -- the City of Villages -- as a preferred alternative for addressing growth. The City of Villages would create a network of village centers served by an improved transit system. Villages would help preserve single-family neighborhoods and revitalize existing neighborhoods by combining housing, jobs, schools, public services and civic uses in areas where a high level of activity already exists. Connecting villages with an improved transit system, such as MTDB’s proposed Transit First initiative would help villages reach their full potential.

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“From the earliest stages of this process San Diegans have said they value affordable housing, living wage jobs, open space, and our unique environment,” said Planning Department Director Gail Goldberg. “As citizens talked more about the future, preserving existing single-family housing, having options for moving around the city, more opportunities to walk within communities, maintaining existing community identity, and improved public facilities and services all came up.”

On August 15, the City of San Diego Planning Commission unanimously recommended that the San Diego City Council adopt the City’s Strategic Framework Element. “The recommendations brought forward by the Commission are the result of a thorough public outreach process to develop a strategy for San Diego’s future at a critical time in our history,” said Planning Commission Chairperson William Anderson. “This is just the beginning of a challenging period to address the issues before us.”

If the Strategic Framework Element is adopted by the City Council, the next steps would include implementation of a Five-Year Action Plan, selection of pilot village demonstration projects intended to create working examples of the strategy, implementation of a public facilities financing strategy, and a community plan amendment process to define preferred future village locations.

Information about Strategic Framework Element and City of Villages strategy can be found online at www.sandiego.gov. Click “Services” and choose “City of Villages Planning Strategy”. Citizens can also call the General Plan Hotline at (619) 235-5226.

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